



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 5031015
Schedule Dates 10/20/21-10/29/21
Advertiser Terry McAuliffe-DGA Action (144133)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Candidate (1011043)
Salesperson Lux, Philip (4176)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 700-McAuliffe/DGA Ac
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments 700-McAuliffe/DGA Action Wee..

Date Entered 11/09/21
Last Modified 11/09/21
Entered By Philip Lux
CO-OP No
External #
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$19,271.25
Net Total \$109,203.75
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	74	\$128,475.00
Grand Total:	74	\$128,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	7A- ABC-Good Morning America				2					2	\$1,600.00	\$3,200.00	Washington (WJLA)		11/9/21
2.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	7A- ABC-Good Morning America					2				2	\$1,600.00	\$3,200.00	Washington (WJLA)		11/9/21
3.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	7A- ABC-Good Morning America						2			2	\$1,600.00	\$3,200.00	Washington (WJLA)		11/9/21
4.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	7A- ABC-Good Morning America		1							1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
5.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	7A- ABC-Good Morning America			1						1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
6.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	7A- ABC-Good Morning America				1					1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
7.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	7A- ABC-Good Morning America					1				1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
8.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	7A- ABC-Good Morning America						1			1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
9.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	8A- ABC-Good Morning America				2					2	\$1,600.00	\$3,200.00	Washington (WJLA)		11/9/21

CONFIRMATION CONTRACT

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10.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	8A- ABC-Good Morning America					2				2	\$1,600.00	\$3,200.00	Washington (WJLA)		11/9/21
11.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	8A- ABC-Good Morning America						2			2	\$1,600.00	\$3,200.00	Washington (WJLA)		11/9/21
12.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	8A- ABC-Good Morning America		1							1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
13.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	8A- ABC-Good Morning America			1						1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
14.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	8A- ABC-Good Morning America				1					1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
15.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	8A- ABC-Good Morning America					1				1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
16.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	8A- ABC-Good Morning America						1			1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
17.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	11A- ABC-The View					1				1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
18.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	11A- ABC-The View						1			1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
19.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	11A- ABC-The View		1							1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21

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20.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	11A- ABC-The View			1						1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
21.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	11A- ABC-The View				1					1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
22.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	11A- ABC-The View					1				1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
23.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	11A- ABC-The View						1			1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
24.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	2P- ABC-General Hospital					1					\$525.00		Washington (WJLA)		11/9/21
24.0.1	Preempt	10/21/21															Washington (WJLA)	Pre-empt/Exception -	
25.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	2P- ABC-General Hospital						1				\$525.00		Washington (WJLA)		11/9/21
25.0.1	Preempt	10/22/21															Washington (WJLA)	Pre-empt/Exception -	
26.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	2P- ABC-General Hospital		1							1	\$525.00	\$525.00	Washington (WJLA)		11/9/21
27.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	2P- ABC-General Hospital			1						1	\$525.00	\$525.00	Washington (WJLA)		11/9/21
28.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	2P- ABC-General Hospital				1					1	\$525.00	\$525.00	Washington (WJLA)		11/9/21
29.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	2P- ABC-General Hospital						1			1	\$525.00	\$525.00	Washington (WJLA)		11/9/21
30.0	Normal Line / Access	10/20/21-10/20/21	2	:30	7P- Wheel Of Fortune				1					1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21
31.0	Normal Line / Access	10/21/21-10/21/21	2	:30	7P- Wheel Of Fortune					1				1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21

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32.0	Normal Line / Access	10/22/21-10/22/21	2	:30	7P- Wheel Of Fortune						1			1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21
33.0	Normal Line / Access	10/25/21-10/25/21	2	:30	7P- Wheel Of Fortune		1							1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21
34.0	Normal Line / Access	10/26/21-10/26/21	1	:30	7P- Wheel Of Fortune			1						1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/9/21
35.0	Normal Line / Access	10/28/21-10/28/21	1	:30	7P- Wheel Of Fortune					1				1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/9/21
36.0	Normal Line / Access	10/20/21-10/20/21	1	:30	7:30P- Jeopardy				1						\$5,200.00		Washington (WJLA)		11/9/21
36.0.1	Preempt	10/20/21															Washington (WJLA)	Pre-empt/Exception -	
37.0	Normal Line / Access	10/22/21-10/22/21	1	:30	7:30P- Jeopardy						1			1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
38.0	Normal Line / Access	10/26/21-10/26/21	1	:30	7:30P- Jeopardy			1						1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
39.0	Normal Line / Access	10/27/21-10/27/21	1	:30	7:30P- Jeopardy				1					1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
40.0	Normal Line / Access	10/29/21-10/29/21	1	:30	7:30P- Jeopardy						1			1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
41.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM				1					1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
42.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM					1				1	\$650.00	\$650.00	Washington (WJLA)		11/9/21

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43.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM						1			1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
44.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
45.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1						1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
46.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM				1					1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
47.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM					1				1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
48.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM						1			1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
49.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	11:35P- ABC-Jimmy Kimmel					1				1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
50.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	11:35P- ABC-Jimmy Kimmel						1			1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
51.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	11:35P- ABC-Jimmy Kimmel		1								\$400.00		Washington (WJLA)		11/9/21
51.0.1	Preempt	10/25/21															Washington (WJLA)	Pre-empt/Exception -	
52.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	11:35P- ABC-Jimmy Kimmel			1						1	\$400.00	\$400.00	Washington (WJLA)		11/9/21

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53.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	11:35P- ABC-Jimmy Kimmel				1					1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
54.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	11:35P- ABC-Jimmy Kimmel					1				1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
55.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	11:35P- ABC-Jimmy Kimmel						1			1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
56.0	Normal Line / Prime Premium	10/25/21-10/25/21	3	:30	8P- ABC-Dancing with the Stars (Monday)		1							1	\$3,000.00	\$3,000.00	Washington (WJLA)		11/9/21
57.0	Normal Line / Prime Premium	10/25/21-10/25/21	3	:30	10P- ABC-The Good Doctor (Monday)		1							1	\$1,500.00	\$1,500.00	Washington (WJLA)		11/9/21
58.0	Normal Line / Prime	10/26/21-10/26/21	3	:30	8P- ABC-The Bachelorette (Tuesday)			1						1	\$2,500.00	\$2,500.00	Washington (WJLA)		11/9/21
59.0	Normal Line / Prime	10/27/21-10/27/21	3	:30	Orbit- [P]ABC-The Goldbergs (Wednesday) (We), [P]ABC-The Wonder Years (Wednesda(We)				1					1	\$2,000.00	\$2,000.00	Washington (WJLA)		11/9/21
60.0	Normal Line / Prime	10/27/21-10/27/21	3	:30	10P- ABC-A Million Little Things (Wednesday)				1					1	\$2,000.00	\$2,000.00	Washington (WJLA)		11/9/21
61.0	Normal Line / Prime Premium	10/21/21-10/21/21	3	:30	8P- ABC-Station 19 (Thursday)					1				1	\$3,000.00	\$3,000.00	Washington (WJLA)		11/9/21

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63.0.1	Preempt	10/22/21															Washington (WJLA)	Pre-empt/Exception -	
64.0	Normal Line / SPOT	10/23/21-10/23/21	2	:30	9A- ABC-Good Morning America Saturday 2							1		1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
65.0	Normal Line / Football	10/23/21-10/23/21	3	:30	3:30P- Sports-ABC College Football Late							1		1	\$1,500.00	\$1,500.00	Washington (WJLA)		11/9/21
66.0	Normal Line / SPOT	10/23/21-10/23/21	3	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM							1		1	\$250.00	\$250.00	Washington (WJLA)		11/9/21
67.0	Normal Line / SPOT	10/24/21-10/24/21	2	:30	8A- ABC-Good Morning America Sunday								1	1	\$450.00	\$450.00	Washington (WJLA)		11/9/21
68.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	2P- ABC-General Hospital					1				1	\$525.00	\$525.00	Washington (WJLA)		11/9/21
69.0	Normal Line / Access	10/21/21-10/21/21	1	:30	7:30P- Jeopardy					1				1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
70.0	Normal Line / Access	10/25/21-10/25/21	1	:30	7:30P- Jeopardy		1							1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
71.0	Normal Line / Access	10/28/21-10/28/21	1	:30	7:30P- Jeopardy					1				1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 5031015
Schedule Dates 10/20/21-10/29/21
Advertiser Terry McAuliffe-DGA Action (144133)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Candidate (1011043)
Salesperson Lux, Philip (4176)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 700-McAuliffe/DGA Ac
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments 700-McAuliffe/DGA Action Wee..

Date Entered 11/09/21
Last Modified 11/09/21
Entered By Philip Lux
CO-OP No
External #
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$19,271.25
Net Total \$109,203.75
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	74	\$128,475.00
Grand Total:	74	\$128,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
72.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	11:35P- ABC-Jimmy Kimmel		1							1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
73.0	Normal Line / Prime	10/20/21-10/20/21	3	:30	Orbit- [P]ABC-The Goldbergs (Wednesday) (We), [P]ABC-The Wonder Years (Wednesda(We)				1					1	\$2,000.00	\$2,000.00	Washington (WJLA)		11/9/21
74.0	Normal Line / Prime	10/20/21-10/20/21	3	:30	10P- ABC-A Million Little Things (Wednesday)				1						\$2,000.00		Washington (WJLA)		11/9/21
74.0.1	Preempt	10/20/21															Washington (WJLA)	Pre-empt/Exception -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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